



STRAWBRIDGE & CLOTHIER

WE DESIRE to thank the thousands of customers who have helped to make 1921 a good year for us, and the holiday season the greatest in our history. To each and every one we extend our wishes for a happy and prosperous New Year. The Store will be **CLOSED ALL DAY MONDAY**. Then come the great activities of 1922—

Beginning Tuesday, Our January Sales New and Different and Extraordinary!

OUR JANUARY SALES have always been memorable for the attractiveness of the values offered. Our great mid-winter reductions and stock clearances were made *after inventory*. We have decided to take these reductions *before inventory*. **THE BEGINNING OF OUR FISCAL YEAR**—the date of our stock inventory—will be changed from January 1st to February 1st.

The tremendously large special purchases for our annual fixed events—the Sales of Muslin Underwear, Corsets, Waists, Household Linens and Bedfurnishings and large manufacturers' overstocks of Winter Apparel procured for January disposal—used to come pouring in at the end of the year, making stocks heavy just before inventory. **OUR NEW PLAN** will enable us to take stock when stocks are lightest. It gives our managers greater freedom to **GO INTO THE MARKET** whenever extraordinary opportunities present themselves during the entire month.

And so we can state with stronger emphasis than ever before, January will be—

A Wonderful Month of Reductions Stock Clearances and Quick Turnovers

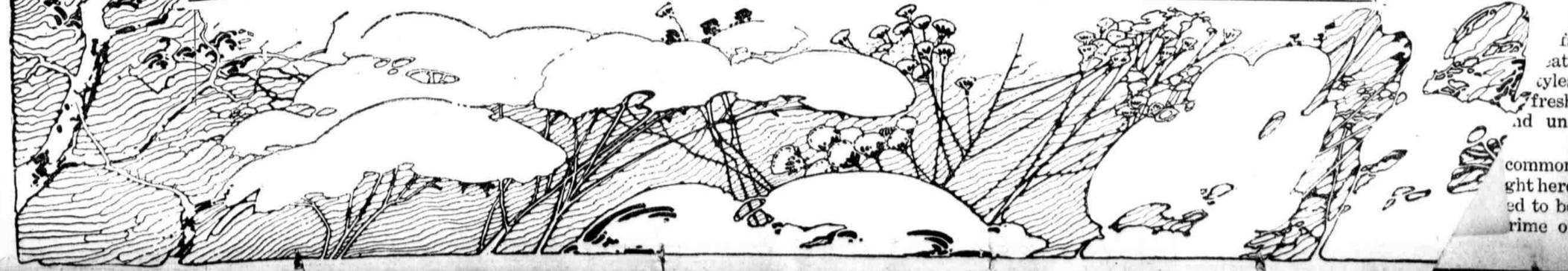
THIS means—**REDUCTION** of prices on thousands of items of staple and seasonable merchandise to reduce stocks; **CLEARANCE** of many odd lots and remainders throughout the Store; **QUICK TURNOVER** of hundreds of thousands of dollars' worth of Winter Apparel and Dress Accessories bought for the January Sale.

There will be many lots in the Sale equal in value to our famous *Golden Specials*—and you will be pleased to know that some of the special lots are in quantities sufficiently large to permit of the resumption of our **DAILY GOLDEN SPECIALS** this month.

The outlook for 1922 is bright. Our purpose is to help speed the day of normal prosperity. We open the year with great inducements to buy freely everything you need. Read our good news in this newspaper on Monday! It will describe really wonderful values in all sections of the Store. The great Sales begin **TUESDAY MORNING**.

STRAWBRIDGE & CLOTHIER

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